sfaa SAN FRANCISCO ART ASSOCIATION BULLETIN

SEPTEMBER AND OCTOBER, 1955

# *ON THE THRESHOLD*

*The Bulletin is indebted to Richard Fiscus, Chairman of Teacher Education, for the following article on the new teacher training program at the California School of Fine Arts.*

*Mr. Fiscus received his Master of Arts at the University of California in 1952. He has done advanced work in sociology and elementary education at Ohio State University, and taught in elementary and secondary schools at that institution, as well as those of the University of California and the College of the Pacific.*

Why have courses in teacher training been added to the California School of Fine Arts curriculum?

It is felt that there is a definite need for a *new approach* to teacher training in the field of art—a fact that was clearly pointed out by a secondary school administrator recently. "The art program in our school has been virtually eliminated," he remarked. "Although the overall school enrollment is at an all time high, enrollment in the art classes is decreasing. We've cut down on the number of art teachers on our faculty and it looks as if we'll be forced to cut down even more. And I can't figure out why our art program is on the down grade."

Investigation of his particular problem revealed a situation that is unfortunately common to many schools all over California: (1) "Busy work"—projects given simply to keep hands busy, with no expression of personal ideas or of individual thinking—was rampant; (2) commercial products of the prepared kit variety were used in many classrooms; (3) individuality in all projects was at a minimum, and (4) student attitudes toward learning about art, and the visual communication of ideas were totally negative.

The art program in any school curriculum should help to develop the child as an individual, and in order to accomplish this there must be an adjustment of thought on the part of educators and administrators.

With these problems clearly in mind, the California School of Fine Arts is embarking on its new teacher-training program —a program that promises to be unique in its approach to art education.

It is our intention to ground our prospective teachers thoroughly in *all* areas of visual communication. Working from the basics of line and form and color through all media into techniques and craftsmanship, concentrating on the relationship of art to everyday life, and gearing the educational process to the individual, we intend to translate these values into the world of the inquisitive, imaginative, creative child.

The tremendous store of knowledge, skill and understanding of the arts shared by all CSFA students becomes a strong basic foundation for those who want to impart their learning to others.

The ultimate goal is the child who will think for himself, the child who is aware and appreciative of the world around him, the child who understands the importance of art in his life.

—Richard Fiscus

## ART ASSOCIATION NOTES

David Park, Chairman of the School Committee of the California School of Fine Arts, is having a one man show at the Richmond Art Center, August 29 through September 25. Formerly a member of the CSFA faculty, Mr. Park is now affiliated with the University of California.

An exhibition of paintings by Muriel Branegan Bacon was held at the California Palace of the Legion of Honor July 30 through August 28. Mrs. Bacon is an artist member of the San Francisco Art Association, and is a former student at the CSFA.

Fred Reichman, artist member of the SFAA, exhibited oils, pastels and water colors at La Galeria Escondida, Taos, New Mexico, from August 7 to August 21.

The fourth group show for members of the SFAA opened at the de Young Museum on August 13. Paintings by Wally Hedrick and Julius Wasserstein, and sculpture by Jeremy Anderson will be on exhibition through September 11.

The annual Water Color Exhibition sponsored by the SFAA will be opened on November 9 at the San Francisco Museum of Art. Open to the public on November 10, the showing will continue through December 11.

The SFAA welcomes two new artist members — Bella Feldman and Hayward King.

## EXHIBITION PROGRAM INAUGURATED

The San Francisco Art Association is inaugurating a new program which will consist of a series of one-man exhibitions. The first in the series opening October 6 in the Gallery at the School will be a one-man show of paintings by Ralph Du Casse.

Each exhibition will hang for a month and catalogs will be available. The new program is planned to involve the members of the Art Association and the public to a greater degree with activities of the Association and the School.

## AUXILIARY FASHION SHOW

On September 20, the Auxiliary of the San Francisco Art Association will sponsor a luncheon and fashion show for the benefit of the California School of Fine Arts at the Fairmont Hotel. Saks Fifth Avenue will present the new Dior American Collection.

Mrs. Ralph Soto-Hall, chairman of the fashion show committee, is working on arrangements with Lady Hadow, co-chairman, and Mrs. Arthur Dunne, president of the Auxiliary.

A Dior dress will be awarded as a door prize to some lucky person who attends the luncheon.

Tickets for the fashion show are $5.00 and may be obtained by calling or writing to the School.

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The California School of Fine Arts wishes to thank Faculty members Du Casse, Jones, Quandt and Wilson for their invaluable assistance and contributions toward the completion of the Fall Catalog.



**One of the paintings now in exhibit at the de Young Museum is "Africa," by Julius Wasserstein.**

## TEXAS EXHIBITION

The Art Department of Texas Western College, El Paso, Texas, announces its First Graphics Exhibition, which will be held November 1 through 20.

Awards of approximately $500 for purchases regardless of media will be made by the jury, which is composed of Doel Reed, Oklahoma A&M College, Vera Wise, Texas Western College, and Robert Massey, Texas Western College.

Entry blanks are due October 10, and must be accompanied by a $2.00 fee. Entries must be in by October 15.

Mats must be clean, white and hinged, sizes 14 x 19, 18 x 22 and 22 x 26. Prints larger than these sizes will be shown without glass.

## TB POSTER CONTEST

A $500 cash prize will be awarded the winner of the nation-wide Christmas Seal Contest sponsored by the Tuberculosis Association. The winning Christmas Seal design will spearhead the 1957 campaign for the Assocation.

Deadline for entries is the first week in October. Because of the required production time, the stamp will not be used until two years from now — 1957.

For additional information, contact the San Francisco Tuberculosis Association, 259 Geary, DOuglas 2-1104.

*We note with deep regret the recent death of Laura Jane Wolf, wife of Hamilton Wolf, in Berkeley. A former director of Gump's Art Gallery, Mrs. Wolf was for many years extremely active in the affairs of the School and in the SFAA. She and her husband had been living in Mexico City in recent years.*

## SPECIAL RATES FOR EVENING CLASSES

There will be a 10% discount on fees to all SFAA members who wish to join the evening classes in painting, drawing and sculpture.

A 10% discount will also be allowed on tuition only for groups of ten or more who enroll in the evening "Hobby" classes. The School is privileged to have Mr. Theodore Polos conduct this course, which will emphasize the increased comprehension and awareness of the students' surroundings, and concentrate on the "learn by doing" method.

## STATE FAIR PRIZE WINNERS

Among the winners of the competitive Art Show at the California State Fair and Exposition which opened September 1 in Sacramento were two representatives of the California School of Fine Arts.

Iris Tonomura's oil painting won a second prize of $75 in the Private Art School Oils category.

In the crafts division, Joan Jockwig Pearson, faculty member, won a second prize of $30 in Ceramics and Enamelling, Earthenware.

All entries chosen as award winners will be displayed in the Art Building throughout the eleven days of the Fair.

## FILM WORKSHOP TO RESUME AT CSFA

The Bay Area's only professional Film Workshop will resume its activities at the California School of Fine Arts on September 8. The workshop is again under the direction of Robert Katz, well known documentary film maker, and film director for KQED-TV. The evening classes will include all major phases of 16mm film production, combined with selected screenings and film analysis.



Joan Jockwig Pearson, who will study in Italy during the coming year.

## FACULTY MEMBER TO ITALY

Joan Jockwig Pearson, member of the California School of Fine Arts faculty since 1951, left recently for Europe on a year's leave of absence from the School to undertake a study of ceramics in Italy.

Recipient of a fellowship awarded by the Italian Government, Mrs. Pearson plans to spend part of her time working in three or four regionally distinct native hand potteries. She will thus be able to absorb a great deal of the feeling and motivation of the native Italian potters, as well as their techniques and resources. She will supplement this field work by visits to museums and galleries, where she can correlate her findings with historic and contemporary examples of Italian pottery, sculpture and tile. Mrs. Pearson also plans to visit individual studio "art" potters which will, she anticipates, result in a mutual and cultural exchange of ideas having real international significance.

In addition to the Italian Government award, Mrs. Pearson received a Fulbright Travel Grant, which will add immeasurably to her opportunities of travelling within Italy.

Mrs. Pearson recently received the first award in ceramics made by the Tiffany Foundation, based on her qualifications and on her outline for a proposed study of indigenous American folk pottery.



Prize-winning example of Mrs. Pearson's work.

## FRANK A. STAUFFACHER

The recent death of Frank Stauffacher brought to a close the career of one of America's leading authorities on the experimental motion picture, and a distinguished producer of documentary films.

Stauffacher won nation-wide recognition for his films, some of the best known of which are "Mother's Day," (with James Broughton) "Sausalito," "Zig-Zag," and "Notes on the Port of St. Francis," a poetic documentary narrated by Vincent Price. The latter won the Robert Flaherty Award for the best documenatry film in 1952.

He also co-produced a series of TV programs, "Art in Your Life," and "Discovery," which was initiated by the San Francisco Museum of Art.

His creative work was not confined to film making. His "Art in Cinema" series sparked the recognition of experimental films in America, and grew to be one of the main show cases of film as an art form. The series consisted of yearly showings concentrating on experimental films, documentaries, films on art and the great classics that are no longer shown in commercial theatres. The movement spread over the entire country after its founding in 1946, and similar groups such as Cinema 16 in New York developed comparable series.

It is difficult to measure Stauffacher's influence over the years, but it is no exaggeration to say that it extended far beyond the relatively small circle of people directly connected with his work. A whole generation of film makers was affected—directly or indirectly—by his creative approach. This influence cannot be explained by his filmic talents alone—it was based equally on his warm, incorruptible personality.

His achievements will continue to affect film makers in the future as they have in the past. They have helped to raise the standards not only in the experimental and documentary film, but indirectly in the commercial and feature film as well.

## ART FESTIVAL IN OFFING

The 9th Annual San Francisco Art Festival, sponsored by the San Francisco Art Commission, will be held September 15 through 18 in Civic Auditorium.

Two thousand dollars has been set aside for purchase prizes, and the Art Commission upon recommendation of a special panel of jurors will again buy art works of outstanding merit for the city's buildings.

Felix Rosenthal will direct the Festival for the second year, and Michael Wornum will again plan the theme decor and design the exhibit stands.

## MISSING PERSONS BUREAU

The following people are among the missing. All of their mail has been returned to us marked "Address Unknown." If anyone knows of their present whereabouts please notify Marcelle Winterburn burn at the School:

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| Morris Benezra | Dale Joe |
| Evelyn Curro | Murray Justice |
| Nadine Drummond | Margaret Peterson |
| Tom Hall | Franz Sandow |
| Belle Hillman | Henry Sugimoto |
| Norman Hubbert | Marvin G. Williams |
| Cecilia Graham | Mrs. Donald H. Dudley |
| Buff Haney | Paul McReynolds |

Capt. Francis Rigney

We would be grateful for any contributions or ideas for the Bulletin which can be left at the office of the California School of Fine Arts. Thank you.

—Peg Blaney

## ART ASSOCIATION BOARD MEMBERS

In this *Bulletin* and the succeeding ones we will continue to give you profiles of the members of the Board.

*Hector Escobosa, member of the Board, San Francisco Art Association.*

Mr. Escobosa attended Lowell High School and the California School of Fine Arts in San Francisco, and is a graduate of the University of Washington.

His career has been closely allied with merchandising, primarily in a managerial capacity. He has been an officer of Bullock's, Inc. and Marshall Field & Co., and spent twelve years in Seattle as Executive Vice-President and General Manager of Frederick & Nelson. While in Seattle he set an enviable record of wide public service and civic interest. In 1951, he became President of I. Magnin & Co.

A "Sunday painter" himself, Mr. Escobosa has exhibited at the Seattle Art Museum, the California Palace of the Legion of Honor in San Francisco and L'Obelisco Galleria d'Arte in Rome. He has also written a book entitled "The Seattle Story," which is a pictorial resume of Seattle.

*F. Paschal Gallot, Chairman of the Financial Committee of the Art Association.*

A long and distinguished career in the field of banking has been the record of F. P. Gallot. He first joined the Crocker First National Bank more than twenty-five years ago, and has served in nearly every operational department of the bank. He is credited with originating the first Instalment Loan Department of Crocker First National, and while his present duties are as senior commercial loan officer, supervision of the Instalment Loan Department remains one of his major tasks.

President of the Northern California Chapter of Robert Morris Associates, Mr. Gallot is also a member of the board of trustees of Lux College.

Mr. Gallot has, besides his residence in San Francisco, a summer home in Glen Ellen, the Valley of the Moon, famous as the former residence of Jack London. An ardent gardener, he also enjoys golf and wood-working.

*Donald M. Gregory, member of the Board, San Francisco Art Association.*

Born in San Francisco, Mr. Gregory attended the University of California. After he had graduated with an A.B. degree, he went on to attend Law School at Harvard University. He received his Bachelor of Laws degree from Harvard in 1923, and went to work in the law firm of Chickering and Gregory which had been founded by his father.

Now a senior partner in the firm, Mr. Gregory is a member of the State Bar of California as well as the San Francisco Bar Association and the American Bar Association.

An enthusiastic skiier, Mr. Gregory is a director of the Sugar Bowl Association, and he and Mrs. Gregory are to be found in the Sierras over many winter weekends.

## FOREIGN POST FOR ALUMNUS

William LaGrille, alumnus of the 1955 graduation class of the California School of Fine Arts, has been selected for a foreign assignment in Japan with the Army Special Services.
He will remain in the Far East for two years as Recreation Leader in Arts and Crafts.

## LIBRARY GIFT

A recent addition to the Anne Bremer Memorial Library at the CSFA is a portfolio of drawings by the late Eric Mendelsohn, well-known architect, donated by Mr. and Mrs. Walter Haas.

## SAO PAOLO STATISTICS

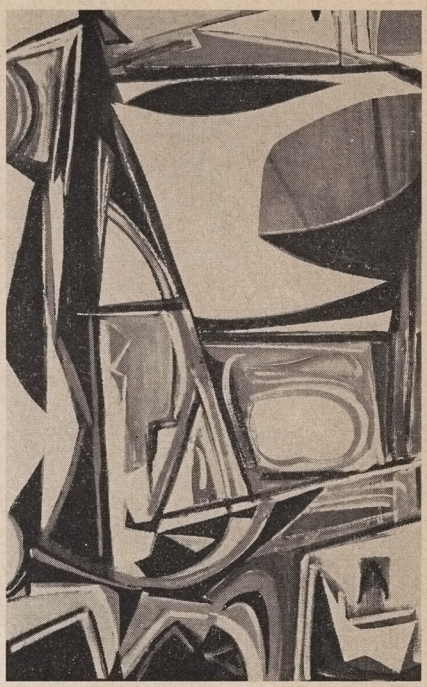
In the July 18 issue of *Time* Magazine comprehensive coverage was given to the Sao Paolo Biennial, and to the artists from the West Coast who were invited to exhibit in Brazil. It is interesting to note some statistics about the show with regard to the California School of Fine Arts.

Of the twenty-one artists whose names were mentioned in *Time,* nine are former students and/or instructors at the CSFA, and six of them, including Ralph Du Casse to whom a purchase prize of 50,000 cruzeiros was awarded for his painting, "The Viking," are on the present staff of the School. Of the entire 88 artists represented in the exhibition, 26 have been connected with the School, the majority as students.

Commenting on these statistics, Gurdon Woods, Director of the CSFA said, "These figures speak most eloquently for the record of the California School of Fine Arts.

We at the School accept them as a challenge, and feel they represent a responsibility to the present and future cultural life of the Bay Area."

In answer to Mrs. Wood's letter to *Time,* Miss Barbara Storfer, Editorial Assistant, wrote, "Thank you . . . for letting us in on the secret of who is at the bottom of the outstanding art activity on the Coast. We congratulate you for your success in producing good artists."



**"The Viking," by Ralph Du Casse, awarded a purchase prize in the recent Biennial at Sao Paolo.**

## MUSIC PROGRAM TO START

Luncheon programs are to be held at the School during the Fall Semester under the direction of Jay Werlhof that will feature recordings of ethnic music made in India, the Orient, the Middle East and Africa. These programs will be presented to the student body and interested laymen as part of a cultural and informative series of which the main purpose is to extend to the students an opportunity of advancing and broadening their interests.

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